



511 – The First Five Years Towards A National Vision

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Agenda

- National Goals for 2005
- Progress and Performance
- Reaching Out to: IL, IN, MI, MO, OH & WI
- Coalition Assistance
- 2006 Aspirations for MV Region
- Wrap up

2005 Goals

- Population Coverage
 - 50%
- Brand Awareness
 - 25%
- Customer Satisfaction
 - Call Volumes
 - Growing
 - Information Quality
 - 80% Satisfaction
 - Service Quality
 - 80% Satisfaction



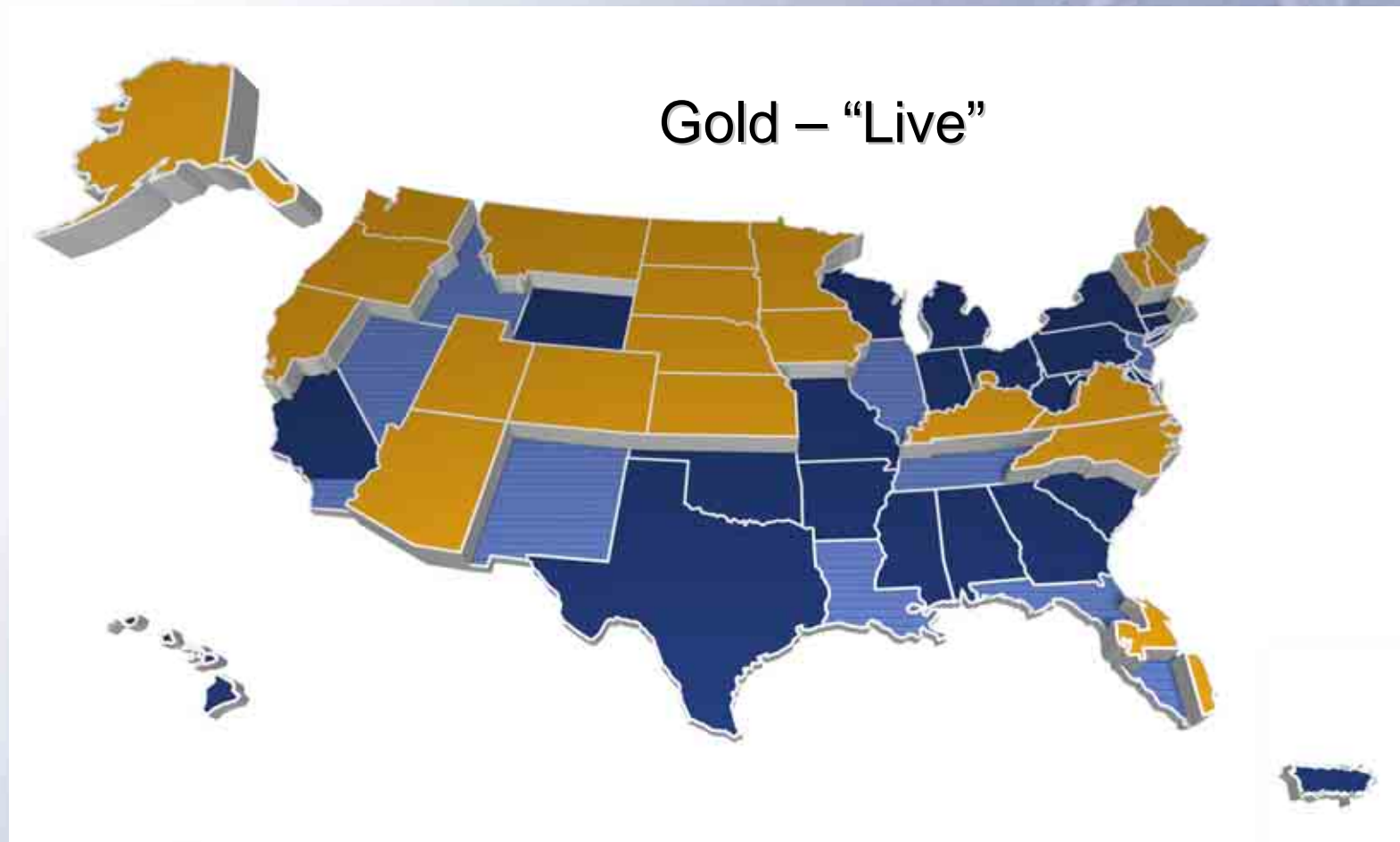
511 Progress

- 26 Services in 23 States
- Population
 - Available to over 81 million Americans, almost **30%**
- Customer Satisfaction
 - Minnesota December 2002 **93%**
 - Metropolitan Transportation Commission
 - May / June 2003 **90.5%**
 - August 2004 **92.1%**
 - Southeast Florida December 2003 **96.2%**
 - Virginia January 2004 **99% *would call again***
 - Montana August 2004 **90.3%**

511 Progress

- Awareness
 - ITS America / Gallup Fall 2001 ~**10%**
 - Minnesota Summer 2002 **25%**
 - Virginia Statewide 2003 **19%**
 - Virginia Focus Groups March 2003 **34%**
 - Maine August 2003 **40.9%**
 - Utah June 2004 **47%**
 - Montana August 2004 **58%**
 - Orlando February 2005 **26%**
 - Tampa Bay April 2005 **24.3%**

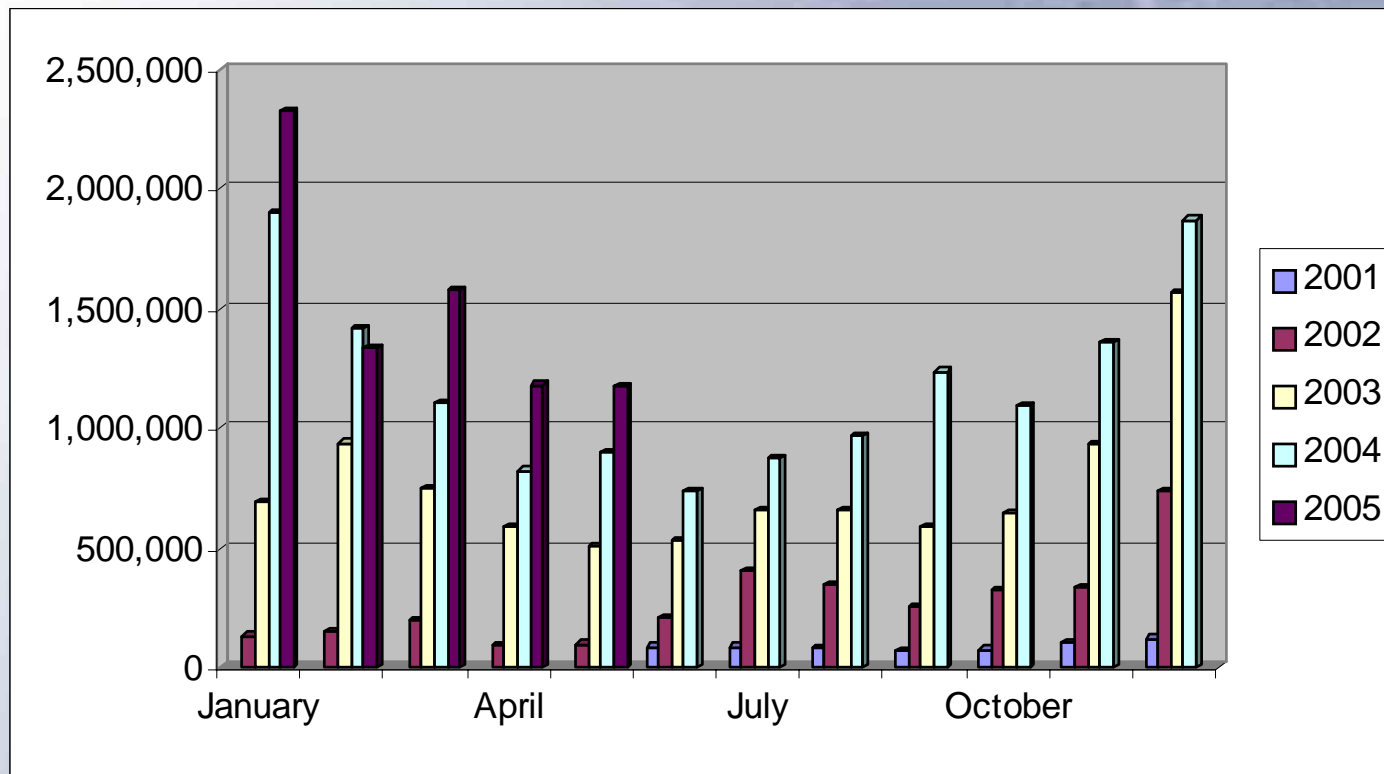
511 Progress



Planned 2005 Launches: Florida (Statewide), Idaho, Illinois, Louisiana, New Jersey, New Mexico, San Diego and Tennessee

511 Progress

Call Volumes

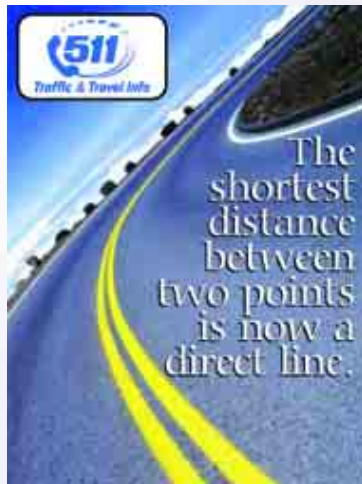


Over 35 Million Calls to Date, Almost 15 Million in 2004

511 Progress

- Call Volume National “Records”
 - San Francisco Bay Area
 - Over 6 million calls to date
 - Average of over 215,000 per month
 - Oregon
 - January 2004 over 385,000 calls
 - Kentucky
 - December 23, 2004 almost 125,000 calls
 - Iowa
 - January 7, 6 – 7 PM almost 18,000 calls
 - 574 Simultaneous Calls
 - Orlando
 - Average Call Length of 43.3 seconds

511 around the USA



Kentucky



Iowa



Florida



Utah



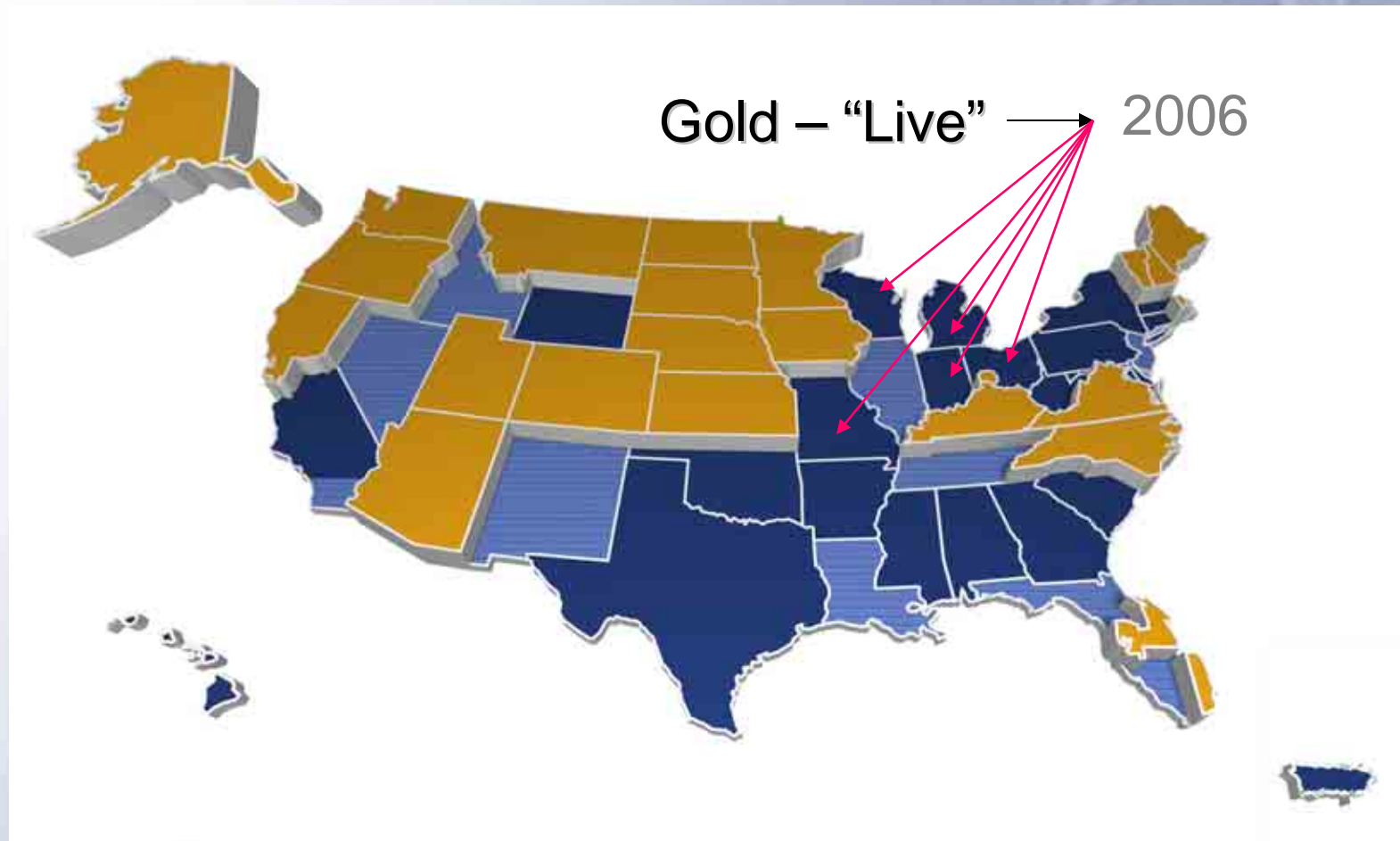
Targeted Outreach for Mississippi Valley Region

- Illinois
- Indiana
- Michigan
- Missouri
- Ohio
- Wisconsin

511 Deployment Assistance

- Invitation to join 511 Working Group
- Start small and migrate to larger system
 - Step 1: Incidents, amber alerts, work zones, etc
 - Step 2: RPF based on Guidelines
- Lots of information at 511deploy.org
- Lots of peer support from Coalition

511 in 2006



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Resources Available

– 511 Websites

- <http://www.deploy511.org>
- <http://www.its.dot.gov/511/511.htm>
- <http://www.itsa.org/511.html>

– Deployer Websites

